

**WCCO-TV QUARTERLY ISSUES/PROGRAMS REPORT  
PERIOD APRIL 1 THROUGH JUNE 30, 2010**

**ATTACHED ARE LISTINGS OF BROADCASTS OR BROADCAST SEGMENTS WHICH, IN THE STATION'S JUDGEMENT, REFLECT THE STATION'S MOST SIGNIFICANT TREATMENT OF ASCERTAINED COMMUNITY ISSUES DURING THE PERIOD APRIL 1, 2010 THROUGH JUNE 30, 2010.**

**PROGRAM INDEX:** *"WCCO 4 News"* – is a regularly scheduled half-hour newscast at 5:00, 6:00 and 10:00 p.m. Duration of stories listed in this report range from 1 to 12 minutes.

**"60 MINUTES"** is a regularly-scheduled one-hour CBS News magazine show. Segments run approximately 12 minutes.

**"48 HOURS INVESTIGATES"** is a regularly scheduled one-hour CBS News magazine show. Segments run approximately 12 minutes.

**CONSUMER:** Retail Sales, St. Cloud Scam, Gas Prices,

**May 5, 2010, WCCO 4 News, "Retail Sales"** – According to recent shopping data, Americans bought less clothing and footwear, but opened up their wallets for some big ticket items. Clothing sales fell nearly 4% in April, compared to the same time last year. However, electronics sales rose nearly 10% and appliances jumped 3%. For the ninth straight month, online sales rose. **June 6, 2010, WCCO 4 News, "St. Cloud Scam"** – A St. Cloud man is out \$2100 after falling victim to a scam artist who claimed to be a police officer in Canada, saying that a relative of the man's was in jail. He was asked to wire \$2100 to post bail. After transferring the money, the man in St. Cloud found out his relative was not in jail in Canada. Police are advising people to try to verify information through an outside source before wiring any money. **June 22, 2010, WCCO 4 News, "Gas Prices"** It might be worthwhile for consumers to know why the price of unleaded gas has shot up 20 cents in the past week. According to AAA, the reason has more to do with the value of the Euro than the oil spill in the Gulf of Mexico. Right now, the Euro is stronger than the U.S. dollar. When that happens, investors start buying commodities like oil and gold, which, in turn, increases gas prices here. AAA says we can expect to see that happen again this year. They are predicting another 5 to 10 cent increase by July 4<sup>th</sup>.

**CRIME AND PUBLIC SAFETY:** Home Break-Ins, Clerk Shoots Robber, IRS Bribery, Minneapolis Crime Plan

**April 28, 2010, WCCO 4 News, "Home Break-Ins"** – A new warning is out for people to lock up their cars and garages. After a series of overnight break-ins in the Plymouth area, the sheriff's department wants all Hennepin County residents to be more careful. Several people in the area have gone out to their garages in the morning to find them broken into.

**May 21, 2010, WCCO 4 News, “Clerk Shoots Robber”** – There is no telling what two armed and masked men thought when they entered the Lakeshore Market last night. The last thing they likely thought was that the clerk behind the counter would pull a gun on them, shooting one of the masked men and causing them both to run away. The man who wasn’t shot escaped and police are still looking for him. His partner in crime wasn’t so lucky. The wounded would-be robber was found hiding in some bushes behind the market. He was taken to Hennepin County Medical Center where he underwent surgery.

**June 3, 2010, WCCO 4 News, “IRS Bribery”** - A Minneapolis IRS agent is behind bars charged in a nearly \$10,000 bribe. The FBI spent weeks tracking Roger Coombs’ moves. He’s accused of trying to knock the tax bill down for some businesses, for the right price. Before Roger Coombs started working for the IRS, his neighbors in Blaine remember when the FBI was in the neighborhood looking into his past as part of a background check. He got the job and for a year conducted audits for people and businesses. Last month, he met with two small business owners to tell them they owed the IRS \$60,000, and then asked how much they could afford to pay. Coombs told them they were “nice guys” and suggested a proposal that would make the situation “go away”. For \$9700 he’d take that \$60,000 and let them pay \$11,000 instead. The FBI moved in last night and arrested Coombs. They had been recording conversations with the business owners after they turned him in.

**June 3, 2010, WCCO 4 News, “Minneapolis Crime Plan”** - Police say they have a plan to combat crime this summer. So far this year, there have been 21 murders, compared to 20 in 2009. Police Chief, Tim Dolan says five of them were gang related. Drugs were also a factor and 50 percent involved robberies. Police have identified about a dozen repeat offenders they say are responsible for much of the violent crime. They plan to keep a close eye on them and gather intelligence on other repeat offenders as part of their strategy to keep the murder rate from climbing. As usual, drugs and gangs are at the core of a lot of the crime.

GOVERNMENT: Reality Check: Taxes Ad, Immigration Law, Budget Bill Final,

**April 15, 2010, WCCO 4 News, “Reality Check: Taxes Ad”** – An ad by Minnesota’s largest public workers union is alarmist, but accurately portrays some of the program cuts in Minnesota during the budget crisis. The governor and state legislature cut the money flow to cities, counties and schools. Local governments are cutting back, or cutting off services Minnesotans used to take for granted.

**April 26, 2010, WCCO 4 News, “Immigration Law”** - Dan McGrath is the head of a group called Minnesota Majority. His group says illegal immigrants cost Minnesota tax payers \$180 to \$340 million dollars per year. However, that number varies, depending upon who you ask. According to a study last year by the Department of Homeland Security, less than 2% of illegal immigrants nationwide live in Minnesota. That same study also shows the makeup of unauthorized immigrants here – 50% are from Africa, 27% from Asia and only 10% come from Latin and Central America. There are no laws similar to the one in Arizona, but last February there was a House bill introduced that would require law enforcement to check for citizenship or immigration status. That bill was shot down.

**May 17, 2010, WCCO 4 News, “Budget Bill Final”** – The Minnesota legislature stumbled to the finish line after round-the-clock meetings that left lawmakers exhausted. They passed a budget bill many called “not pretty and not perfect”. The budget borrows \$1.7 billion from

Minnesota classrooms and allows the next governor to enroll thousands of poor Minnesotans into a federal Medicaid program. It also makes deep budget cuts without raising taxes, attracting Republican support. The deal was negotiated in part by retiring House Speaker, Margaret Anderson Kelliher, who is running for governor.

DIVERSITY: Judge Won't Bar Anti-Gay Activist From Pride Fest.

**June 25, 2010, WCCO 4 News, "Judge Won't Bar Anti-Gay Activist From Pride Fest"** - A federal judge says the Twin Cities Pride Festival cannot prevent a Wisconsin man from passing out Bibles and discussing his view against homosexuality at this weekend's event in Minneapolis. Festival organizers had asked Judge John Tunheim for a temporary restraining order against Brian Johnson of Hayward, Wisconsin. They argued they should have the right to prevent Johnson from passing out literature or displaying signs during the gay pride event because they're leasing the Loring Park venue for the weekend. The judge, in an order, said the park is a public forum, so Johnson's free-speech rights must be honored. He says Johnson is entitled to speak and hand out literature as long as he remains undistruptive.

HEALTH: Nurses Negotiations, Too Much Salt, Stomach Medication.

**April 8, 2010, WCCO 4 News, "Nurse Negotiations"** – More than 12,000 nurses at six local hospital systems are trying to iron out a contract agreement. Both sides say it's critical that they come to some kind of agreement. Last year more than 1700 nurses were laid off from local hospitals. The main sticking points are pension plans and staffing. Nurses say the number of patients they care for has increased in the last couple of years, potentially putting patients at risk. Hospitals want cut the nurses' pension fund by a third and say they are ready to hire temporary workers if a strike takes place. **April 21, 2010, WCCO 4 News, "Too Much Salt"** – The Institute of Medicine is calling on the Food and Drug Administration to set new lower salt levels for processed foods and restaurant dishes. Americans eat about one and a half teaspoons of salt a day. That's more than double what they need for good health. It's also high enough to increase risk of high blood pressure and other problems. The FDA says it's reviewing the Institute's recommendations, but says setting legal limits would take longer than collaborating with food makers on salt-cutting goals. **May 11, 2010, WCCO 4 News, "Stomach Medication"** - There are new warnings out about popular prescription medications that treat acid reflux and ulcers. Research suggests drugs such as Nexium, Prevacid and Prilosec carry some serious side effects. One study shows people who take these medications every day have a 74 percent increased risk of serious bacterial infections. Another study found older women who took the drugs were more likely to develop bone fractures.

ENVIRONMENT: Target Field LEED, Greenway Power Line, Green Buses

**April 8, 2010, WCCO 4 News, "Target Field LEED"** – The new Twins ball park received a LEED Silver Certification and was named the "greenest" in the nation. LEED stands for Leadership in Energy and Environment Design – standards set by the

US Green Building Council for construction that is energy efficient and environmentally responsible. It all started at the very beginning, choosing a piece of contaminated industrial land and safely restoring it for public use. The contractor used environmentally sound practices. Almost nothing was wasted and almost everything was recycled. The bathroom fixtures alone will save nearly 6 million gallons of water a year. The one thing that probably put Target Field ahead of any other stadium is an underground filtration system designed by Pentair, a local company. The system will capture rain water on the field, clean it and re-use it for watering the grass as well as cleaning lower levels. LEED certification means the whole project cost about \$2 million on the front end, but savings down the road will be significant. **April 13, 2010, WCCO 4 News, “Greenway Power Line** – There’s a fight brewing over a plan to add power lines along the Greenway that runs through South Minneapolis. Xcel Energy wants to add more power to the area. The current energy system was built in the 1940’s and 50’s when the demand for energy was much smaller. Some businesses in the area have had to deal with electrical shortages. To fix the problem, the company wants to build two new substations connected by a pair of 115 kilovolt power lines in the Midtown area. That would add enough energy to power 750 homes. Some people are unhappy with the plan. They say power lines would take away from the natural beauty of the trails. Right now a judge is holding hearings to figure out if the power lines are needed, where the lines will go and who will pay for the project. **May 17, 2010, WCCO 4 News, “Green Buses”** – Diesel powered trucks and buses account for 10 percent of the traffic, but they contribute about half of all air pollutants from vehicles. Thanks to a program called “Project Green Fleet”, thousands of school buses and diesel trucks are getting a simple fix to help filter the air. Project Green Fleet is paying school districts and bus companies around Minnesota to retrofit their buses. The Clean Energy Resource Team (CERT) is partnering with the Minnesota Environmental Initiatives Project Green Fleet and has about \$4 million to pay for bus improvements in Minnesota. The project is designed specifically to improve the environmental standards of the state’s aging fleet of school buses.

WOMEN: Women Partner Law Firm, American Motherhood, Live Better Indian Center,

**April 13, 2010, WCCO 4 News, “Women Partner Law Firm”** – The Minneapolis law firm of Nilan, Johnson, Lewis is attracting, keeping and promoting women. Fifty-three percent of the partners are women. The firm offers paid 4-month maternity leave for employees as well as part-time opportunities. In some firms it can be professionally dangerous to take time off. Women often lose their clients, lose their cases, and come back to no work, which may explain why most law firms have a much smaller percentage of women partners. **May 6, 2010, WCCO 4 News, “American Motherhood”** – The face of motherhood in America is changing. A new study shows that new mothers in the U.S. are increasingly older and better educated than they were just 20 years ago. The study found that in 2008, almost 14% of new mothers were 35 or older. Only 10% were in their teens. Of those 35 and older, 71% had at least some college education. Also, more women are choosing to have kids out of wedlock. More than 40% of births in 2008 were to unmarried women. **May 8, 2010, WCCO 4 News, “Live Better Indian Center”** – Nearly 40 percent of Minnesota’s Indian population lives in the Twin Cities Metro area. The Phillips neighborhood in Minneapolis is home to one of the largest urban American

Indian populations in the country. It houses the Live Better Indian Center, a one-stop shop helping women get the help they need when they've faced challenges. From an early learning center for kids, to supportive housing for families in need, the Center's mission is about women making change themselves. The economy has been a big challenge. The Center has seen a 50 percent increase in homeless women and children. Its emergency shelter is in constant use. The Center offers programs to help moms learn the old Native American ways of teaching and will continue to help moms integrate into their families and their tribes to get their lives back on track.

#### YOUTH AND FAMILIES: School Testing, Wal-Mart Jewelry Recall, Yearbook Altered

**April 13, 2010, WCCO 4 News, "School Testing"** – This week, third through eleventh graders will be taking the Minnesota Comprehensive Assessment tests. Tests are in math, science, reading and writing. In St. Paul, the district is looking for a 10 percentage point increase in both reading and math scores this year. In Minneapolis, there is also a heavy focus on reading and math. Educators say the Minneapolis district in years past has scored significantly lower in comparison to other districts when it comes to reading and math proficiency. The district has set a goal of 80% proficiency by the year 2012. School leaders are hoping to see that teachers and students are making strides toward achieving that goal. **May 20, 2010, WCCO 4 News, "Wal-Mart Jewelry Recall"** – Miley Cyrus bracelets and necklaces have been on sale at Wal-Mart since December. An investigation by the Associated Press found that pieces of the jewelry line had twice the recommended levels of cadmium. The metal can cause serious health problems for young kids, especially girls between the ages of six to eleven. Part of the investigation into the jewelry line was done in the Twin Cities. **June 8, 2010, WCCO 4 News, "Yearbook Altered"** – For many high school students, distribution of high school yearbooks is one of those highly anticipated moments of the year. However, a Rochester Mayo senior's prank landed him in big trouble for deliberately slandering an underclassman. When students opened up their yearbooks, they noticed a freshman's name had been changed. A yearbook staffer had typed in "molester" where the underclassman's last name should have been and the error was missed in final editing. Teachers have since collected the books and put stickers on the photo of the student with his correct name. The senior who pulled the prank will not be allowed to walk in his graduation later this week. The school issued a statement saying "the yearbook staff is disgusted that their trust was violated. They take the incident very seriously and have taken steps to correct the error.